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Feminine and Masculine Linguistic Comparison:
Investigating Team Sports through Notre Dame University Media News Archives

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Abstract

This unobtrusive qualitative research was aimed to explore the linguistic differences in media news archives between male and female athletes in sport. Data was collected unobtrusively through Notre Dame University's athletic online website where media news archives were gathered from the sports of soccer, basketball, and lacrosse in the 2019 year. Open coding was then achieved with the help of varying verbs and adjectives collected. Upon analysis, four patterns emerged from the open coding process. These themes being latent gendered linguistics, a double standard, overemphasizing qualifications of female athletes, and structural disparities. Results concluded that there continues to be major differences in the ways women are talked about in sport compared to men.

Introduction

Are there differences in the ways in which men and women are talked about in the realm of sport? Recent research within the past half century would heavily argue yes. It has become clear that many female athletes in twenty-first century America still experience gender discrimination in numerous ways. Some of which have included audience attendance, the quality of facilities and coaching, opportunity to participate, the needed quantity of sport-related materials, and so forth. While these discrepancies are more manifest in sport, linguistic comparison between male and female athletes has become latent and often seems to get put to the side. This unobtrusive qualitative research is targeted to explore the linguistic differences in media news archives at a colligate level between male and female athletes within the realm of team sport.

Language is an extremely robust form of socialization and oftentimes doesn't hold the weight that it so rightly deserves. Where modern America is continuously being littered with messages that aim to grab instantaneous attention of people, young and old, these messages are often rooted in a latent understanding of what it means to be masculine and feminine. This wouldn't necessarily be a large issue if one was consciously aware of the implications of gendered language. However, a problem begins to arise when gendered language involving sport is unconsciously being socialized to young athletes as the "norm".

The pressing issue of speaking correctly toward and about male and female athletes equally, although at first glance may not seem like it, is exceedingly prevalent in our society today. This issue will continue to prevail until people surrounding the athletic community seek to pursue gendered linguistic equality. This research optimizes the encouragement of the socializing of young athletes to give linguistic respect to both male and female athletes alike.

Theory

Erving Goffman produced a multitude of fascinating research during his time as a sociologist. Focusing specifically on his work within gender studies, Goffman's most significant work on this topic was titled *Gender Advertisements*. In the eighty-four-page book, Goffman explores the differences between the depiction of men and women within public advertisements. Using 500 different advertisement photos, Goffman was able to analyze key themes such as body poses, types of clothes worn, positions of the body, styling of hair and makeup, background environment, etc. He then drew out and categorized various fundamental ideas from the ways in which women were perceived in the advertisements than that of their male counterparts. Goffman discovered women were being portrayed through advertisements as fragile, soft, vulnerable, submissive, child-like, shy, withdrawn, small, and powerless just to name a few characteristics. On the other hand, the picture that was being painted of males through advertisements was that of extreme power, strength, authority, boldness, determination, focus, resilience, respect, dominance, and confidence. These characteristics were in fact, the exact opposite of what was being depicted of women.

Through close examination, Goffman attributed these differences of gender discrepancies to how society, specifically western culture, implements social structures and interactions immediately after childbirth. He heavily argues that neither gender presents themselves as fragile and submissive or powerful and authoritative upon infancy, but that society places these expectations on genders through various measures such as media advertisements. After all, the goal of western media in general is to grab attention or evoke a reaction from a specific audience. Henceforth, Goffman discusses that advertisers know their audience well and are able to present

products accordingly through various masculine or feminine displays, especially in contemporary America.

Furthermore, Goffman argues that what advertisements have portrayed as femininity have become subordinate to masculinity. When men and women were pictured together, it was noted that women were more often times than not, physically lower in the photo than the man and being posed or touched in inferior ways. What struck Goffman the most after this finding was the level of normalcy that this subordinate concept displayed. This raises multiple questions about masculine and feminine socialization. Why haven't people questioned the unnatural positions and postures that have taken root for women within advertisements? When and why did this presentment of women become okay? Is there a deeper cause, constructed from within society, that has led to this desensitized notion of women within advertisements? Most importantly, why has society been numbed to this message between genders?

Advertisements act as symbols of meaning for a society. Visual images are powerful agents in impacting the ways people think about various topics; so much so, that modern day advertising has impacted and continues to impact people's values, beliefs, attitudes, and behaviors. Because of how persuasive western culture has allowed advertisements to become, it has begun to affect our understanding and experience of the world around us, including the ways in which we view modern masculinity and femininity. Goffman would have gone so far as to say that gender display within advertisements has given meaning to our everyday lives.

Literature Review

To speak of women in sport seems to be an oxymoron in and of itself. For to excel in sport, an individual would need to carry characteristics that are naturally attributed to males, or

so society tells individuals. From an early age, children are taught to recognize that men and women are simply not just different, but in fact, utterly opposite. Men are tough, strong, dominant and confident individuals, while women are submissive, weak, fragile, and in need of protection. This direct opposition between what it means to be male and female trains children to associate sports with masculinity. Alina Bernstien and Yair Galily (2008) write, “scholars continue to claim that sport, perhaps more than any other institution, perpetuates the myth of male superiority and female inferiority, apparently based on the notion of masculine biological and physiological supremacy. It is clear, however, that over the last decade women have made many advancements in organized competitive and high-performance spectator sports”. When it comes to the world of sport, how are women expected to survive, much less thrive, when everything embodying the field praises and exalts what it means to be a man? While investigating language that compares female to male athletes is little to none, accomplished researchers have examined the ways in which the general population of women have been portrayed in media in recent history.

Like mentioned previously, the well esteemed Erving Goffman published a short, eighty-five-page book titled, *Gender Advertisements*, in which he expounded on how media, specifically public advertisements, portrayed masculinity and femininity. Comparing gender differences, Goffman identified six major themes upon reflection of his research in which he perceived as demonstrating subordination to women: relative size (lower in the photograph or smaller in stature), the feminine touch (touching themselves in unnatural ways), function ranking (occupation), the family (household roles), the ritualization of subordination (abnormal body positions), and licensed withdrawal (mindless gazes) (Kang, 1997). Acquiring different advertisement photos, Goffman was able to create these themes from analyzing the selected data

(Goffman, 1976). Since Goffman's groundbreaking publication, multiple other highly regarded researchers have expanded on Goffman's idea of feminine subordination within media.

In one of the most recent replications of Goffman's study, Philip Bell and Marko Milic (2002) found little had changed since Goffman's first analysis. Extensively examining numerous Australian magazines, they were able to conclude that "gender stereotyping was still significant" in twenty-first century society. Unsurprisingly, they are not the only ones that have come to conclusive results as these. Belknap and Leonard (1990) notably broadened their sample size to one thousand advertisements from various magazines in the United States and analyzed them under Goffman's coding methodology. Major conclusive themes at the completion of the study were parallel to Goffman's. These two studies are in good company with many others (Smith, 1996; Klassen & Jasper & Schwartz, 1993), affirming feminine subordination within media. General literature behind visual feminine subordination is extensive. To specify our lens further however, literature underpinning visual media issues involving women in sport is beginning to emerge with time.

In the 2019 Women's FIFA World Cup, an overwhelming number of players visibly had cosmetic fixes during their matches. With over twenty-nine million people viewing the tournament in the United States alone, it was blatantly obvious which players were "dolled up" and which were not (Mullin, 2019). Cho So-hyun from South Korea, chose to wear orange lipstick during her competition, while Brazil's famous Marta, settled for a dark purple. Possibly the most forthright player to beautify herself was Shanice van de Sanden from the Netherlands, with a leopard-print buzz cut, red lipstick, and black eyeliner. This essential image of femininity within sports has flown under the radar in the past, but not gone unnoticed and certainly caught the attention of viewers now. In the 1984 and 1988 Olympic soccer matches, it was documented

that players who “fit conventional standards of beauty” were the individuals continually represented in magazines. Digital and print media have been overlooked on the terms of gender socialization. In last couple of decades, scholars eventually recognized that “sports media images and stories provide us with endless symbols, myths and spectacles that equate male athleticism with strength, courage and competence, while simultaneously equating female athleticism with sexual appeal, femininity and a so-called limited physical (biological) capacity” (Kane & Lenskyi, 1998). Today, some believe female athletes are beginning to gain more equality within athletics. Historical comparisons confirm social acceptance has increased regarding the idea of women in sport. However, “although the presence of women athletes in the media appears to represent fundamental social change...in reality, these “feminized” images represent a modernized attempt to reinforce traditional stereotypical images of femininity and female sexuality” (Kane & Greendorfer, 1994). While visual imaging has been noted, research in this area of feminine subordination within sport rapidly begins to lack when conducting a thorough investigation based on the concept of language instead of image. Virtually no research has been done when discussing the language of gender in sport.

Over the course of history, there has been subtle and obvious ways in which society has conveyed notions of sexuality to specific genders within language. For instance, in 2004, the Merriam-Webster Dictionary defined “man” as “an individual human; especially an adult male human”. Whereas the definition of “woman” was identified as “an adult female person”. This affirms that language has had a direct correlation in the various way’s society has taught individuals to think about and understand gender. When a child begins learning language, it is implemented at an early age that “he” and “she” hold differing linguistic weights. Therefore, unconscious ideologies naturally come to mind when an individual hears the word “she” opposed

to “he” (Lindsey, 2005). Even when considering gender inclusivity within language, the pattern almost always is swayed patriarchally. Why, if words like “mankind” and “manmade” are meant to include the human race as a species, do individuals naturally construe images in their minds that revolve around masculinity? Gendered language is ever present throughout society, even in the field of sport.

According to Jeffrey Segrave, Katherine McDowell, and James King (2006), several devaluation themes occur linguistically in sport. To begin with, words like “sportsmanship”, “workmanlike”, and “defensemen” are used nonchalantly, unaware of the masculine assumptions made in reference to the general population. Men’s sports are also illustrated as the norm, while women’s sports are considered the “other”. In reference to an occurrence of an athletic event, a women’s sports performance is specified or named, while a men’s athletic event is implied. For instance, the “NCAA tournament is presumed to be a men’s tournament, while the women’s tournament is [specifically] marked as such” (Wachs, 2006). The same concept holds true for the names of mascots. Usually, male teams hold the general mascot name, while female teams typically hold the prefix “Lady”. Focus is also put on the aesthetics of female athletes as noted earlier with the example of this year’s FIFA World Cup Tournament. “Numerous media studies have observed that sports commentary on female athletes often contain references to their hairdos, faces, and bodies, while sports commentary focusing on men rarely does” (Duncan & Messner, 1998). Because of this hyper-sensitivity toward the physical appearance of female athletes, they are not often referred to as “women”, but more commonly as “girls” or “ladies” whereas male athletes are seldom referred to as “boys”. While some research has been conducted regarding the gendered language of sport, much more linguistic knowledge needs to be acquired

on this topic in order to assess the language of feminine subordination in sport accurately and justly.

Methodology

The unobtrusive method used in this research was based off the texts *Qualitative Research Methods for the Social Sciences* by Bruce Berg and Howard Lune and *How to Do Your Research Project* by Gary Thomas. All research was conducted on the campus of Messiah College in Grantham, Pennsylvania with the focus being on public archives, or more specifically commercial media accounts as the sole methodology practiced. Berg defines commercial media accounts as records that “represent any written, drawn, or recorded (video or audio) materials produced for general or mass consumption...When we talk of information expressed in “the media”, we are referring to these public, generally commercially produced sources” (Berg & Lune, 2018, p. 148). This methodology practice was directed to enhance the results of the research question.

This research effectively aimed to access the University of Notre Dame’s division I athletic website to view news archives from the men’s and women’s soccer, basketball, and lacrosse teams. With six teams in total, five news archives were collected from the men’s and women’s side of each sport in the 2019 year, making thirty commercial media news archives in total. Copying the numerous news archives and pasting the archives into a Word document made it possible to gather the data desired. These news archives were then organized and saved into separate computer folders represented and labeled by each sport. These Notre Dame sports were selected on the basis of being team sports, possessing both a men’s and women’s side of the

sport, and providing numerous post-game written media releases in the year 2019 made available by their public athletic website online.

Obtaining data through this university's division I athletic website, this research sought to explore varying language used between the six men's and women's sports selected, completed through a process termed open coding. These codes were then labeled into the category's verbs, adjectives, singling out players, the mention of a national ranking, and the structure of the article. The objective of using open coding in this research was to, "find meanings that are present in the text or supported by it" (Berg & Lune, 2018, p. 192). Digitally highlighting these codes each with a different color proved successful in the beginning of the analysis process. Drawing out various themes through open coding was possible when within the data, began to emerge several different patterns. Thomas illustrates the entirety of this process of analyzing words well when he speaks on coding and constant comparative method mentioning that the method "involves going through your data again and again, comparing each element with all of the other elements...from the constant comparison you mark your data up with codes that describe its important facets. You eventually emerge with themes which capture or summarize the contents of your data" (Thomas, 2017, p. 245). This research completed Thomas' suggestion after assembling digital Word tables of these particular codes and formulating lists that were separated based off of being a men's or women's sport (see appendices).

Analysis

In coding thirty news archives from men's and women's soccer, basketball, and lacrosse, four themes emerged that spoke directly to the initial research question presented. The first theme addresses linguistic persuasion that analyzes how the reader is becoming forced to

associate particular verbs with a specific gender. The second theme focuses on how adjectives shape society to place a heavy burden on female athletes confirming that they are feminine, but not too feminine where they are unable to accomplish their athletic duty. The third theme overemphasizes the qualifications that female athletes possess in order for them to be noticed in sport. Lastly, structural disparities were present within the articles that had the potential to demonstrate gender discrimination.

Latent Gendered Linguistics.

The media releases selected in this study all involved athletics. Therefore, there were numerous verbs used throughout each article, as writing about athletics fundamentally involves describing actions performed by the athletes involved. Focusing analysis on the fifteen articles written about the female athletes, it was noted that the most used verb throughout was “earned”. This specific verb was used at a total of fourteen times. To earn something is to obtain or gain it; sometimes by your own doing, but oftentimes not. For the verb, “earned” to be used in almost every article written about female athletes could have potential to suggest that the actions completed by these female athletes occurred by happenstance. To use the verb “earned” has the potential to insinuate the successful performance these female athletes presented was simply a fluke or occurred by chance. Another seemingly interesting verb that was chosen to describe female athletes play was “flirted”. To flirt is to attempt to attract someone, usually in lighthearted intent. What does flirting have to do with sport? Used a total of five times, this verb choice could be viewed many different ways; however, would end up eluding to the fact that by using this verb, the writer is insinuating that female athletes should not be taken seriously. This feminine

word is directly depicting female athletes as carefree, buoyant, relaxed women who are unable to handle the gravity of athletics.

Directing attention toward verbs used in the fifteen articles written in regards to male athletes, the most used verb was “dominated”, which was used a total of eight times. This was followed by carried (7), cut (7), built (6), force (6), and hit (5). Other verbs that were of frequent use were exploded, powered, ripped, heave, monster, controlled, rocketed, capture, fought, and grabbed amongst many others. These not so latent masculinity verb choices lend the reader a tool to begin viewing these male athletes as extremely physical creatures. Like Erving Goffman’s advertisement study, these words have the potential to broadcast to the reader that men are quite literally the powerful, dominant gender and, in contrast, women are the flirtatious, passive, unassertive gender. This has potential to perpetuate the continuous socialization cycle that has become normalized in speaking to gendered words.

A Double Standard.

While much more verbs were present in the thirty articles analyzed than adjectives, adjectives were still exceptionally available and gave use to suitable investigation. Engaging with adjectives regarding articles written about female athletes, “great” was the most used adjective in all fifteen articles. Following closely behind were the adjectives “best”, “nice”, “shy”, “normal” and “good”. On the other hand, articles written about male athletes contained adjectives like “big”, “monstrous”, “efficient”, “strong”, “incredible”, “impressive”, “excellent”, “rocket”, “lethal”, “heroic”, and “thunderous”. While these weren’t all the adjectives used for men or women, these were the most reoccurring adjectives found that related to each gender.

After coding the prescribed data set, it is clear that adjectives used for female athletes were exceedingly generic. It is incomprehensible why media would portray an athlete as “nice” or “shy”, but when it comes to female athletes, there tends to be a double standard. Woven in these depictions by media is an athlete who is characterized by attributes such as toughness and strength. However, a female athlete needs to demonstrate graceful strength and elegant toughness. The generic, submissive adjectives examined in this study that were used for female athletes verified this double standard. Diversely, male athletes are then reassured and solidified through sport what society has told them all along. Masculinity is characterized by qualities that sport “naturally” possesses. Therefore, while it is abnormal for a woman to desire “lethal”, “heroic”, and “thunderous” attributes, male athletes find it comforting to be reassured of these messages that are shown through media. On the contrary, female athletes must find a way to display these athletic qualities in a polished, sophisticated way in which society accepts.

Overemphasizing Qualifications of the Female Athlete.

The notion of singling out players within these media releases became quite manifest early on and a highly intriguing theme throughout the study in regards to exaggerating certain credentials that female athletes possessed. Through the coding technique mentioned in methodology, it was noted that the average amount of times multiple female athletes were singled out in one article was seventeen times. On the other hand, the names of male athletes on average were mentioned only ten times throughout a single article, which is nearly half as much as females. While each sport presented the concept of singling out players in regards to the play of that particular sport, there were evident variances when comparing that of male and female sports. Subsequently, females were singled out more readily throughout these articles, which

indirectly portrayed the idea of these athletes, although on a team-based sport, playing highly individualistic. Female athletes were rightly so being accredited for their athletic achievements, but being recognized in a way in which the reader blatantly knew which female received what statistic. One could easily infer that without the oblivion of it all, it would be difficult for media to persuade society into thinking women are more than competent athletes. Whereas, throughout the articles, the mention of an individual male athlete brought about a depiction of team cohesion within their sport and assumed proficiency of each individual male within that sport. In a sense, one could say that the illustration of this theme comes from the need to convince readers, and society in general, that female athletes are capable of athletic achievement. Where it is assumed that males are more than equipped in the realm of athletics, it is needed for media to overemphasize the qualifications of female athletes. Not only is it needed to continually single out female athletes, but repeatedly mentioning their teams national ranking appeared apparent as well.

Various articles on both the men's and women's side put forth Notre Dame's, or their opponents, national ranking. If the article did reference a national ranking, it was always either in the title or the first paragraph or two of the articles. Out of all fifteen articles regarding female athletics, thirteen possessed the mention of a national ranking. The only two articles without the mention of any ranking came from women's soccer. Contrast to the fifteen articles pertaining male athletics, only five contained any mention of a national ranking while the other ten did not. Out of the men's articles that did include a national ranking, four came from men's lacrosse and one came from men's soccer.

With almost every article mentioning a national ranking for female athletes and only one third of the articles mentioning a national ranking for male athletes, gender disparities become

tremendously clear. Continuing to emerge is a concept that illuminates medias need to overstress female athletes' credentials. That without the mention of a national ranking, a female athlete almost seems uncreditable in her field. In order to seem creditable, glorified results from their play, such as a national ranking, are required in order to be respected and honored within their specific field of athletics. Major products of their play, such as the mention of a national ranking, are certainly not necessary in male sport because to inherently be male is to be qualified.

Structural Disparities.

Various headers throughout different articles were labeled and assigned to particular sports that could be perceived as gender discrimination. Each article consisted of a summary of "How It Happened", or what occurred during the game. Remarkably, on average, the summary of women's articles were almost one hundred words longer than the men's articles. However, the main disparities regarding structural aspects of the articles begin occurring after this summary is given. After this summary, women's soccer contained bullet-pointed "Notes" to end there. Men's soccer, however, consisted of these "Notes" as well as "Player of the Game" and "Stat of the Game". Three out of the five articles for women's basketball only entailed a summary of the game without any suffix heading. The other two articles included "Notes" and "Stat of the Match". Out of all five articles on the men's side, "Notes", "Stat of the Match", and "Coach's Take" were all a given. Within both soccer and basketball, it was apparent there was more energy put toward acknowledging these suffix headings in the men's articles than the women's. When investigating lacrosse, especially fascinating data emerges. Women's lacrosse contained suffix headings such as "Notable numbers", "Coach's Thoughts" and "Players Thoughts". On the other hand, men's lacrosse pointed to "Attacking Player of the Game", "Stat of the Game",

“Notes”, “Player of the Game” and “Goal of the Game”. Headings in the men’s articles such as these point heavily toward accrediting individual male athletes with being the best of the best. A certain play they exercised was the best of the game, or a particular shot they made nobody could top. This eludes to a masculine lens that readers are obliged to view the article through. On the other hand, headings of the women’s articles shape a feminine lens that the reader is forced to look through as well. Although women within the articles are given a voice by being heard through interviews after the game, they are not being acknowledged for achieving the best statistic of the game like male’s are. Some may even go as far to say that by selecting and labeling these particular headings to males and females, issues of gender stereotyping begin to arise.

Discussion and Reflection

In the book, *The Souls of Black Folk*, by W.E.B. DuBois, he speaks of a concept he terms as “double consciousness”, or feeling a sense of “twoness, two souls, two thoughts two unreconciled strivings” (Dubois, 1903). Reading part of this novel in a Sociocultural Theory class, it quickly becomes applicable to a particular theme throughout this research. Connecting to the double standard theme, this double consciousness resonates with the findings of female athletes being forced into a “twoness” within sport. Dubois depicts African-Americans during this era as being forced to deal with the issue of not being accepted by America because of the color of their skin, and not being accepted by Africans because of their birth country. Somewhat similarly, while an athlete must possess strength and toughness, a female athlete must be graceful and refined through her strength and toughness. Not belonging to the athletic world because she

is female, and not belonging to the feminine world because she is an athlete. This split identity has become an issue that is relevant in our society today.

To fully understand these expansive issues regarding gendered language, there needs to be a basic understanding of the long history of feminine and masculine linguistics. In biblical times, it was extremely uncommon to talk to a woman in public, especially if that woman wasn't a relative. Therefore, from very early on in history, language didn't truly, publicly involve women. However, there thankfully was a counter-cultural man during that time that displayed what society should be striving for within language equality. Jesus exemplified the unconventional treatment of women. There are several illustrations during his lifetime that demonstrate this correct linguistic treatment of women. First and foremost, Jesus talked *directly* to women, not *around* women. The story of the woman at the well revealed a Jewish man speaking to a Samaritan woman in broad daylight which was strictly forbidden. Not only did Jesus speak directly to her, but in this passage, He taught her about the living water and told her that He was the Messiah. This is significant in many ways. Jesus only told two other people directly that he was the Messiah. For one of those people to be a woman is substantial for this era. Speaking directly to the Samaritan woman in broad daylight showed her that she was respected and worthy of His attention. Another characteristic Jesus exemplified during His life was His *inclusive* linguistic behavior, not *exclusive*. When speaking to crowds, He addressed all types of people, not just men, as was the custom. In the story of Martha and Mary, Mary sat at the feet of Jesus which was a typical position of a male disciple because sitting at the feet of a rabbi meant that person was a disciple who was ready to learn. For Jesus to allow her to sit at His feet and then continue to fulfill her desires by teaching her is monumental considering women were not allowed to learn scripture, much less leave their homes. Today, women are obviously

treated very differently than in biblical times. However, there is still major work to be done in this area of linguistic equality.

In contemporary America, this research reaches broad issues of society when contemplating the language behind how women are spoken about in society in general. Sport is simply a category of society and when unequal linguistic messages are being discovered within this fraction of the greater world, there will continue to be negative implications on society as a whole. To improve this issue, one could find hope in first becoming cognizant of gendered language that they themselves, and those around them use. Because socializing young kids to believe gendered language is normal, female athletes themselves often see nothing wrong with double standard feelings or continually overemphasizing their qualifications to receive respect athletically. When female athletes themselves are blind to this matter, equality most certainly will not be reached. Furthermore, if society as a whole continues to be blinded by this topic, the gap of inequality will only grow wider. Deeper conversations involving the matter need to become more readily addressed, followed by equal linguistic coverage by media sources who are reporting athletics.

The findings within this research have the potential to impact the ways in which college media sources and beyond choose to write and discuss gender within sport. Not only is this research specific to athletes, male and female, but it also pertains very much so to those working closely in the athletic field. Those responsible for athletic media releases have an immense role to play when it comes to changing the game with this problem. The ways in which these people write about and discuss female and male athletes could potentially change the ways society begins to view and eventually socialize kids on equal language. Because gendered language within sport has become so common, athletes are now numb to the notion. However, this

research would seek to challenge those societal norms and encourage athletes to be more responsive to gendered language when they are at the forefront of the conversation. Female athletes especially, need to feel confident in being heard that there are issues, such as a double standard, when it comes to taking on the identity of 'female athlete'.

Conclusion

The initial research question that was on the premise of asking if there are linguistic differences about the ways in which males and females were talked about in athletics. After data was coded and analyzed, the results concluded that there is much work to be done in the realm of sport regarding gender equality within linguistics. Themes that emerged from this research included latent gendered linguistics, a double standard, overemphasizing qualification of female athletes, and structural disparities. These themes echo the long journey women have taken to simply get where they are today to fight for equality in the athletic world. It is easy for readers to glance at these themes and this research and not give much attention to the equality women receive in sport. One may even say that it doesn't matter too much in the grand scheme of society. However, when so called latent messages are being broadcasted to young kids, their socialization regarding gendered language becomes the norm and society takes two steps back. Our culture needs athletes, male and female, to continue striving for equality because when sport succeeds, society succeeds.

Research studies have many limitations, and this particular study was no exception. If this research would seek continuation, it would be beneficial to focus more specifically on one, individual sport instead of multiple team sports. While there was value in understanding equality

differences within varying sports, these three sports have diverse, specific rules that only apply to that particular sport. Additionally, certain sports used language that was not present in the other sport articles. At times, this precarious variable limited the overall research when comparing linguistics that were gender biased. Another variable that was of concern in reflection upon this study were the multiple authors that were writing the chosen media news archives. While the Notre Dame athletic website never revealed authors explicit names behind the written articles, it was clear through tonal and structural observances that there were a multitude of authors for all three sports studied. Although realistically, it is near impossible to collect numerous news archives that a single sports author writes about one sport from one college, it did limit the research in terms of authors personal biases, writing style, etc. The last stumbling block that is advantageous to mention is the limited time allowed to conduct laborious research such as this. Throughout the allotted time given to complete this research, it proved to be difficult to come to a place of cessation with other personal experiences and responsibilities presenting themselves. In order for the appointed time of completion to be accomplished, certain areas of this research did not receive the attention it rightfully deserves. Had there been more time to concentrate predominantly on this research during the fixed time given, the areas that did not receive much notice would be more polished than what is presented during this time.

This research is a small stepping stone when speaking to equality within sport. With the primary focus being on linguistics, there was no mention of picture images, audience attendance, uniform quality and quantity, broadcasting, and so forth that has promising potential to be studied in future research when speaking on issues of gender equality within sport. Although there have been large strides in making sport a more gender equal space, there is much work to be done in order for sport to become the inclusive environment that it is meant to be.

Appendices

Women

LENGTH OF ARTICLE	SINGLING OUT PLAYERS	NATIONAL RANKING MENTIONED	STRUCTURE OF ARTICLE
503 words	21	yes	notes
504 words	17	yes	notes
575 words	18	yes	notes
434 words	10	Yes	notes
541 words	17	Yes	notes
459 words	19	No	n/a
241 words	7	Yes	n/a
629 words	17	Yes	Stats of the match
486 words	18	Yes	notes
315 words	11	No	n/a
350 words	22	Yes	Notable numbers, coach's thoughts, players thoughts
329 words	20	Yes	Notable numbers
372 words	24	Yes	Coach's thoughts, 2 players thoughts, notable numbers
378 words	25	Yes	Coach's thoughts, 2 players thoughts, notable numbers
244 words	13	Yes	Notable numbers

Men

LENGTH OF ARTICLE	SINGLING OUT PLAYERS	NATIONAL RANKING MENTIONED	STRUCTURE OF ARTICLE
430 words	12	No	Player of the game, stats of the game
357 words	13	No	Player of the game
324 words	10	No	Player of the game, stat of the game, notes
250 words	4	No	Player of the game, stat of the game, notes
302 words	9	No	Player of the game, stat of the game, notes
305 words	3	No	Coach's take
307 words	4	No	Coach's take, notes
377 words	17	No	Coach's take, stat of match, notes
305 words	7	No	Stat of match, notes, Coach's take
253 words	4	Yes	Stat of match, notes, Coach's take
535 words	18	yes	Attacking player of the game, stat of the game, notes
270 words	10	Yes	Player of the game
386 words	12	Yes	Player of the game, stat of the game, notes
419 words	13	No	n/a
312 words	10	yes	Goal of the game, player of game, stat of game, notes

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